

Claims

1. A packaging for a premium item comprising three layers of a material, each of an equal thickness, a first layer and a second layer being laminated to one another and having co-terminal peripheries, wherein the second layer has at least one portion thereof removed for defining a void inside the packaging for receiving the premium item, the third layer being laminated to the opposite side of the second layer to the first layer, wherein the packaging is a snap-apart packaging having partial cut lines to allow a first section of the packaging to be snapped away from the second section of the packaging to provide access to the void.
2. The packaging of claim 1, wherein the third layer has a co-terminal periphery to the first and second layers.
3. The packaging of claim 1 or claim 2, wherein the materials are food-safe materials.
4. The packaging of claim 1, claim 2 or claim 3, wherein the removed portion is a central portion.
5. The packaging of any one of the preceding claims wherein the partial cut lines extend across the width of the packaging.
6. The packaging of any one of the preceding claims, wherein a premium item is sealed within the void of the packaging.
- 20 7. The packaging of any one of the preceding claims, wherein a section of the first or the third layer is not initially laminated to the second layer, the section defining a foldable flap.
8. The packaging of claim 7, wherein the fold is bounded by a fold line extending across the width of the packaging.
- 25 9. The packaging of any one of the preceding claims, wherein cuts for defining a snap-apart section are provided by two co-planar outer cuts, in or immediately adjacent to the side edges of the packaging, the cuts extending through the three layers of the packaging, and a third cut, just in the first and third layers substantially bridging the gap between the two outer cuts.

10. The packaging of claim 9, wherein the cuts are perforations.
11. The packaging of any one of the preceding claims, wherein the third layer comprises a wall of a cardboard packaging, the first and second layers being attached to the inside of the wall of the cardboard packaging to form the packaging within the cardboard packaging.
12. The packaging of any one of the preceding claims, wherein the second layer has a gap provided in one of its edge portions extending from the edge to the removed portion.
13. The packaging of claim 12, wherein the gap is tapered.
14. The packaging of any one of the preceding claims, wherein the first or the third layer comprises at least one perforated portion that overlies the removed portion of the second layer.
15. The packaging of claim 14, wherein the perforated portion is printed.
16. The packaging of any one of the preceding claims, wherein the first or third layer has a thumb-sized cut-out provided in an edge thereof.
17. The packaging of any one of the preceding claims, wherein the first or third layer has an aperture provided therein for accessing the void.
18. A method of packaging a premium item comprising the steps of providing three layers of material for laminating over each other, removing at least a portion of middle one of the three layers, and laminating the three layers together to create a packaging having a void in the middle thereof defined by the portion of the middle layer that was removed; wherein the three layers are provided as a single blank and the blank is folded to position the three layers on top of one another.
19. The method of claim 18, comprising the step of applying a bonding agent to at least one of the layers such that the middle layer can be bonded to the other two layers between the two other layers.

20. The method of claim 18 or claim 19, wherein a portion of the periphery of the packaging is initially unglued to provide an access point for insertion of a premium item into the void of the packaging defined by the removed portion of the middle layer.
21. The method of claim 20, further comprising the steps of inserting a premium item 5 into the void and, once inserted, gluing the unglued portion shut.
22. The method of any one of claims 18 to 21, wherein an edge portion of the middle layer is cut away down to the removed portion to form a gap.
23. The method of any one of claims 18 to 22, wherein the packaging formed is in accordance with any one of claims 1 to 16.
- 10 24. The method of any one of claims 18 to 23, wherein a plurality of packagings are formed from the blank.
25. The method of any one of the preceding claims, comprising the step of cutting the or each packaging out of the folded blank.
- 15 26. A blank for forming a packaging according to any one of claims 1 to 17, the blank being pre-cut with apertures corresponding to the removed portions of the middle layer.
27. The blank of claim 26, for forming a snap-apart packaging, the packaging having partial cut lines extending across the width of the packaging to allow a first section of the packaging to be snapped away from the second section of the packaging, the blank comprising cuts corresponding to the cuts in the packaging.